Organizational Area: Communication & Performing Arts

### Overall Statistics

- **100% (1/1)** outcomes were included
- **100% (1/1)** of outcomes included have at least one measure specified
- **100% (1/1)** of outcomes included have measures with findings specified

### Measure Type/Method

<table>
<thead>
<tr>
<th>Measure Type/Method</th>
<th>Total Direct</th>
<th>Total Indirect</th>
<th>Unspecified</th>
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<tbody>
<tr>
<td>Student Artifact</td>
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<td>0 (0%)</td>
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<td>Exam</td>
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<td>0 (0%)</td>
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<td>Portfolio</td>
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<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Other</td>
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<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1 (100%)</strong></td>
<td><strong>0 (0%)</strong></td>
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### Measure Level

<table>
<thead>
<tr>
<th>Measure Level</th>
<th>Total Measure</th>
<th>Total Measure with Findings</th>
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<tbody>
<tr>
<td>Course</td>
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<tr>
<td>Program</td>
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<td>Institution</td>
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<td>Unspecified (0%)</td>
</tr>
<tr>
<td>Other</td>
<td>0 (0%)</td>
<td>Unspecified (0%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1 (100%)</strong></td>
<td><strong>0 (0%)</strong></td>
</tr>
</tbody>
</table>

### Acceptable Target Achievement

- Not Met: 0 (0%)
- Met: 0 (0%)
- Exceeded: 1 (100%)
- Unspecified: 0 (0%)

### Summary Results

- 0 Total Actions with Status Report
- No Status Reports have been specified

Report Generated: Tuesday, September 01, 2020
Goal 1: Effectively employ strategic communication in varied channels and contexts of contemporary human communication.

Outcome

1A. Students will demonstrate effective presentational skills

- Competency One: chooses and narrows a topic appropriately for the audience & occasion
- Competency Two: communicates the thesis/specific purpose in a manner appropriate for the audience & occasion
- Competency Three: provides supporting material (including electronic and non-electronic presentational aids) appropriate for the audience & occasion
- Competency Four: uses an organizational pattern appropriate to the topic, audience, occasion, & purpose
- Competency Five: uses language appropriate to the audience & occasion
- Competency Six: uses vocal variety in rate, pitch, & intensity (volume) to heighten & maintain interest appropriate to the audience & occasion
- Competency Seven: uses pronunciation, grammar, & articulation appropriate to the audience & occasion
- Competency Eight: uses physical behaviors that support the verbal message

Measure

Senior Seminar Presentations

COURSE LEVEL; DIRECT - OTHER

Details/Description:
Students give presentations of their senior portfolios as part of the SPCH-S 400 Senior Seminar, required for all majors.

We used the National Communication Association "Competent Speaker Speech Evaluation Form." There are 8 competencies, and each is evaluated as (0) Unsatisfactory, (1) Satisfactory, or (2) Excellent. Scores for each competency are added and the overall score is evaluated as follows: 0-6 points = Unsatisfactory; 6.5-12 = Satisfactory; 12.5-16 = Excellent.

Competencies:
1. Competency One: chooses and narrows a topic appropriately for the audience & occasion
2. Competency Two: communicates the thesis/specific purpose in a manner appropriate for the audience & occasion
3. Competency Three: provides supporting material (including electronic and non-electronic presentational aids) appropriate for the audience & occasion
4. Competency Four: uses an organizational pattern appropriate to the topic, audience, occasion, & purpose
5. Competency Five: uses language appropriate to the audience & occasion
6. Competency Six: uses vocal variety in rate, pitch, & intensity (volume) to heighten & maintain interest appropriate to the audience & occasion
7. Competency Seven: uses pronunciation, grammar, & articulation appropriate to the audience & occasion
8. Competency Eight: uses physical behaviors that support the verbal message

Acceptable Target:
All graduating majors should receive an overall score of Satisfactory or higher (7 points or more).

Implementation Plan (timeline):
Presentations were evaluated in April 2019.
**Findings**

*for Senior Seminar Presentations*

**Summary of Findings:**
All students received a score of Excellent overall. On individual items, only one student scored Unsatisfactory (on Competency 4: Organization).

**Acceptable Target Achievement:**
Exceeded

**Reflections/Notes:**
The Unsatisfactory on Organization was due to the student not having a clear structure to the presentation.

**Substantiating Evidence:**
Assessment Spreadsheet for Presentation Skills (Excel Workbook (Open XML))
This spreadsheet shows individual scores for each competency as ranked by two faculty members. Overall scores as well as averages are included.

**Action**

*in 2018-2019 Academic Year Data or 2018 Calendar Year Data - Action Plan*

**Presentation Skills/Senior Seminar**

**Action details:**
No action is necessary at this time as all students assessed were ranked as Excellent. There is always room for improvement, but programmatic change does not appear necessary at this point.

**Implementation Plan**
(timeline):
N/A

**Key/Responsible Personnel:**
Chris Darr, Erin Doss, Joann Kaiser, Donna McLean
<table>
<thead>
<tr>
<th>Darr, Doss, Kaiser, McLean</th>
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<tbody>
<tr>
<td>Measures:</td>
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<tr>
<td>Supporting Attachments:</td>
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